

Many people. Many cultures. Many talents.*

Introducing the 2009 Cultural Awareness & Inclusion Survey (CAIS) - designed to measure the rich diversity found within the law firm industry.

Developed over the past year with input from our PwC Diversity Advisory Group, diverse attorneys and organizations, and outside law firms, the CAIS provides a benchmarking program that will assist law firms in evaluating their diversity efforts relative to other firms.

The Survey is divided into the following two Sections:

Section 1: Detailed gender and minority statistics for law firm timekeepers in the following areas:

- Headcount
- Utilization
- Revenue
- Promotion and Turnover

Section 2: Firmwide diversity efforts in the following five areas:

- Leadership
- Programs/Initiatives
- Recruitment
- Retention & Promotion
- Client Management

“During times of economic uncertainty, when employee recruitment and retention strategies are critical to a firm’s short and long term success, benchmarking diversity programs against the competition could have a positive impact on the bottom line.”

— David Gaulin, Co-Chair,
PwC Law Firm Services Group

Timing of results:

The due date for receiving completed data forms for the 2009 CAIS is May 29, 2009. Results will be distributed on or before July 15, 2009.

Participation fees:

The fee to participate in the CAIS is \$1,000 per Section. Those firms that participate in one of our other Law Firm Surveys are eligible for the reduced fee of \$1,500 for both sections.

2009 Cultural Awareness & Inclusion Survey

Staffing Summary
Percent of Timekeeper Headcount by Racial Classification

	African American	Asian	Caucasian	Hispanic	Multi-racial	Native American	Other
Equity Partners							
Your Firm	15%	15%	15%	15%	15%	15%	10%
Total Group	20%	10%	30%	15%	10%	10%	5%
Non-Equity Partners							
Your Firm	15%	15%	15%	15%	15%	15%	10%
Total Group	20%	10%	30%	15%	10%	10%	5%
Associates & Sr. Attys							
Your Firm	15%	15%	15%	15%	15%	15%	10%
Total Group	20%	10%	30%	15%	10%	10%	5%
Staff Attys							
Your Firm	15%	15%	15%	15%	15%	15%	10%
Total Group	20%	10%	30%	15%	10%	10%	5%
Of Counsel Attys							
Your Firm	15%	15%	15%	15%	15%	15%	10%
Total Group	20%	10%	30%	15%	10%	10%	5%
All Attorneys							
Your Firm	15%	15%	15%	15%	15%	15%	10%
Total Group	20%	10%	30%	15%	10%	10%	5%
Paralegals							
Your Firm	15%	15%	15%	15%	15%	15%	10%
Total Group	20%	10%	30%	15%	10%	10%	5%
Other Non-Legal Timekeepers							
Your Firm	15%	15%	15%	15%	15%	15%	10%
Total Group	20%	10%	30%	15%	10%	10%	5%
All Timekeepers							
Your Firm	15%	15%	15%	15%	15%	15%	10%
Total Group	20%	10%	30%	15%	10%	10%	5%

Diversity Initiatives/Programs Information

	Your Firm	# of Responses	% of Group Responding - Yes
1. Has your firm implemented a diversity program or instituted a set of diversity initiatives?	Yes	10	100%
2. The results or progress of the diversity initiatives/program are reviewed:			
a. Never		1	10%
b. Weekly	X	5	50%
c. Monthly		1	10%
d. Quarterly		1	10%
e. Semi-annually		0	0%
f. Annually		2	20%
3. The following individuals review the results or progress of the diversity initiatives/program:			
a. Diversity Committee	X	10	100%
b. Executive Management Committee	X	7	70%
c. All partners		5	50%
d. Partners or Practice Group Leaders			
e. Diversity Administrator	X	10	100%
f. Minorities of the firm			
g. Clients			
h. No one			
i. Other			
4. Method(s) of measurement your firm uses to evaluate the effectiveness of the diversity initiatives/program:			
a. Recruitment rate	X	10	100%
b. Attrition rate	X	5	50%
c. Retention rate	X	5	50%
d. Client-retention rates	X	10	100%
e. Internal staff surveys		2	20%
f. Client-satisfaction surveys		3	30%
g. External recognition (e.g., awards)	X	5	50%
h. Discussions with minorities	X	5	50%
i. Other		2	20%

Section 1 of the CAIS includes detailed gender & race statistics for each timekeeper class. Comparisons can be made at the office or practice group level. A sample page is included above.

Section 2 of the CAIS includes findings on firmwide diversity efforts around leadership, initiatives, retention, promotion and client management. A sample page is included above.

Participation disclaimer & data confidentiality:

- Law firms must participate in order to receive results
- All participants' names will be anonymous
- The benchmarking information contained within the CAIS is reviewed by outside counsel to ensure compliance with current Antitrust laws
- Limited Survey results (in aggregate only) will be released to select diversity committees within the ABA

Contact the Survey Team for further information at (703) 918-3077, or via email at pwc.law.firm.survey@us.pwc.com

Visit our website for participation materials and to view sample reports at www.pwc.com/lfsurveys